

PCCHA Board of Directors Meeting

May 13, 2015. 10:00 am

California Farm Bureau Building, Sacramento, Ca

Members Present: President - Mike Wood; Vice President - Terry Ratto; Treasurer - Frank Martin; Immediate Past President - Sam Nevis; Members: Morgan Cromer, Eric Wisheart, Peter Belluomini, Mike Flashman, Norman Clark, Katie Banuelos, Debbie Hall, Suzy Silverberg and Steve Schlesinger.

Members Absent: President Elect - Dave Costello; Members: Kathy Cardon, Gavin Jordan, Modine Smith, Russ Elrod, Ruben Mageno and David Booth.

Staff Present: Phil Benadum, Tami Rodman and Debbie McGregor

Finance Committee Report - Frank Martin

2015 Round Up - New format worked well. Roundup made \$32,000 which is a 35% increase from 2014. Changes and improvements for the practice pen were discussed briefly for 2016. Taking bids for cattle in 2016 was discussed as well.

Revenues and Expenses by Class: Frank Martin expressed that the Association is in good financial health. As per request from Dave Costello at the May 6th Executive Meeting, Frank broke down the fixed costs of the Roundup and Futurity: Roundup: \$19,248 per day. The Futurity: 10 days= \$23,205 per day and 12 days = \$22,382 per day. Statements of Assets, Liabilities and Equities: Frank Martin, once again, expressed that the Association is in a good cash position. The Finance Committee has recommended paying off the building loan with American River Bank of \$58,000 if the Core Balance Derby is a financial success and Phil Benadum's negotiations with Heritage Oaks Bank for a line of credit(\$50,000-\$75,000) are successful. This topic will be revisited after the completion of the Derby in June.

Assessment Fees: Fees collected are up compared to 2014 by 1150 entries and \$8,000.

Executive Committee Report- Phil Benadum

Life Time membership discount for 60 years and older: Life Time membership would be half price equaling \$325.

Sam Nevis moved to approve discount; Eric Wisheart seconded the motion; motion passed.

PCCHA Web Site Refurbished – Phil Benadum reported that 3 bids for refurbishing the web site have been obtained. After the completion of the Derby in June, the Executive Committee will review the bids. A \$6500 budget has been approved for this venture.

Executive Director Report – Phil Benadum:

South Point Arena Contract Renewal: Phil Benadum will meet with South Point's Paula Gaughan during the 2015 Derby in order to renew a 3 year contract for the Derby for 2016 through 2018. The contract will be reviewed by the Finance Committee as well as the Executive Committee before it is blessed. Presently, Derby LAE entries are up 220% and the jackpotted classes within each division are up 145% from this time/same event last year. Phil Benadum has discussed potential cattle numbers increase with the supplier and has raised the number of head to 4,000. Although PCCHA cannot increase the number of days of the event because of South Point's committed schedule, the committee is prepared to handle long days and over "The 150 entries judging rule", if the situation arises. Frank Martin suggested sending out an eblast after the 2nd payment grace period if entries are considerably higher than last year's in the LAE's to entice new riders and owners with the larger payout. If the show is considerably bigger, a 4th practice pen may need to be considered.

Futurity Dates: October 20-October 31 (tentative).

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PCCHA booth – Western Nationals, Reno: Phil Benadum reported that the booth set up experience was favorable at Western Nationals. Providing PCCHA information in person has led to the possibility of 30 new foal nominations as well as one new Platinum Club sponsor, Gary Gallelli, thanks to Mike Flashman. Also a potential Title Sponsor for the 2016 Roundup has been contacted. Additional ideas for the booth and more aggressive advertising are as follows:

1. Setting up the booth at PREC during the various disciplines.
2. Having Debbie McGregor attend affiliate and Club shows with a smaller booth.
3. More ads for PCCHA's programs in various/appropriate magazines and sales catalogs.
4. Giant checks written at Futurity for the breeder's incentive as well as the stallion owners incentive deriving from the Stallion Auction.
5. Affiliates to receive information pertaining to the advantages of approving their shows through PCCHA.
6. New video advertising PCCHA programs.
7. Metallic Cat Commercial.
8. Work on plan to take the booth to the NCHA Futurity.

Committee Reports

Strategic Planning: Kathy Cardon – none

Cattle: Morgan Cromer – 4000 head have been obtained for the Derby in Las Vegas. 1/3 will be coming from Needles, Ca at \$65/head. The remainder will be coming out of Arizona at \$75/head. The Committee will be accepting bids for the 2016 Roundup cattle.

Judges: Gavin Jordan – Tami Rodman gave the report that the Derby judges have been hired.

Non Pro: Katie Banuelos – Katie looks forward to the Non Pros supporting the NCHA and Mercuria classes at the Derby.

Awards: Michelle LeMaster – Mike Wood presented the report. All Roundup sponsors were obtained! Thank you letters to the sponsors have been sent out. Derby sponsors are still needed. President Mike Wood reminded the Board that it is still their responsibility to obtain at least two sponsors per event. Mercuria level sponsors will receive a table for 8 arena side for Mercuria go rounds and Mercuria finals with possibly a few pleasant surprise during finals night.

Stallion: Kathy Cardon – Phil Benadum gave report. The subscribed stallion program is gaining strength but still needs a lot of work. Advertising more is on the top of the list. The Board would like to find a way to make sure each stallion owner and each stallion station and mare owner has the subscribed stallion and foal nomination program information in their hands along with all other normal paper work. Morgan Cromer volunteered to visit as many stallion stations as possible in July when she attends the NCHA Summer Cutting.

Youth: David Booth – Tami Rodman read David Booth's report sent via email. Youth Committee is currently working on a cutting clinic and the Year End Awards that will be held once again at the El Rancho Futurity Youth day. Peter Belluomini inquired how the youth classes could obtain a grant or something similar in order to cover the costs of the youth classes. No action taken at this time

Trainers: Eric Wisheart – The Trainers are still obtaining the \$250 fee for other trainers to support the Trainers dinner at the Derby in June. They have asked Debbie McGregor to create an eblast about the dinner and to include the auction items that will be available during the dinner.

Unlimited Amateur: Theresa Gillock – No report

Hall of Fame: Tim Smith – No report but Hall of fame applications were distributed. They are due August 1st.

Grievance Committee: Mike Wood – No report.

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Board of Directors Meeting – August 12, 2015 - it was determined that there is a Futurity pre-work on the same day of this meeting. Possibly San Luis Obispo, where the pre-work is scheduled, would be a logical place to have the meeting.

Old Business

Purina Series 3rd Leg: The Echeta Ranch shows for July and August have been cancelled. The August show was granted the 3rd leg of the Purina. ***Sam Nevis moved to open the third leg of the Purina up for bids. An email to all show managers, affiliates and secretaries will be sent out from the PCCHA office with this information. Bids close on June 15, 2015. The Board will vote by email. Motion seconded by Terry Ratto; motion passed.***

Senior Tour – Sam Nevis inquired on the status of the senior tour. Frank Martin reported that the rules are in place. The tour needs to be implemented on the web site so that contestants can use the web site to register as well as report scores. The creation of an updated web site is reason for the delay. In the meantime, the Senior Tour will begin to be advertised in the near future for the 2016 year.

New Business

There is a possibility of several equine virus quarantines happening in the states of Arizona and Oregon. Contestants have been asking if they enter the Derby and end up being quarantined, and cannot show at the Derby, can they get their entry fee money back. After extensive discussion, the Board decided to take no action and that each contestant must take responsibility on their entries.

Membership increase: Mike Flashman suggested some form of membership increase in 2016. After some discussion, the motto reads as follows: ***Morgan Cromer moved to raise the single membership for \$50 to \$60 and the Family Membership (husband and wife's) from \$75 to \$85; Terry Ratto seconded the motion; motion passed.***

NCHA Convention Area 1 and 2 Executive Director: Mike Wood informed the Board that there will be a position available for a NCHA executive director for area 1 and 2 and to think about whom should be nominated. Kathy Cardon has expressed interest in the position. Mike also expressed to the Board the need for the Association to host a weekend show.

Meeting adjourned 1:30 pm